



Memphis and Shelby County Office of Sustainability

A 4-STAR Sustainable Community

FOR IMMEDIATE RELEASE

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MEMPHIS-SHELBY COUNTY OFFICE OF SUSTAINABILITY LAUNCHING **WE SUSTAIN SHELBY** CAMPAIGN

New Initiative Encourages, Awards Residents for Going Green

MEMPHIS, TN – On February 1, the Memphis-Shelby County Office of Sustainability will launch a new initiative to advance its ongoing efforts to create a sustainable community. ***We Sustain Shelby*** is a five-month campaign that will encourage local residents to complete various actions designed to help residents of Memphis and Shelby County cut energy and water use, reduce waste, and be better stewards of the environment. Participants will earn points for each action completed and continuous campaign participation. Prizes for action completion will be awarded weekly throughout the course of the campaign, and participants will also be entered into a drawing for a grand prize to be announced and awarded in July (the campaign will conclude on June 24).

Each week, the Memphis-Shelby County Office of Sustainability will issue 2-4 specific actions for participants to take that will fall within one of five 'going green' themes: energy, water, waste, nature, and health. The options for residents to take action on their own or with a team are offered up on signing up at www.wesustainshelby.com. On the website participants can also find information on why each recommended action is important, materials and instructions needed to complete it, estimated environmental impact, and additional educational resources.

Examples of actions range from easy to more difficult, including: checking what you throw away for lesser-known recyclables, dining at a Project Green Fork restaurant, or weatherstripping your home - with many presenting significant cost-savings opportunities for individuals and families.

"We are constantly working to spread awareness on how residents can adopt more sustainable practices and habits," said John Zeanah, Administrator, Memphis-Shelby County Office of Sustainability.

"Through ***We Sustain Shelby***, we want to make it easy, fun and convenient for more people to get involved by offering opportunities to participate at your leisure, and also increase understanding that small actions - when done collectively - can have a big impact on protecting our environment."

Participation and completion of actions for ***We Sustain Shelby*** will be tracked through online self-reporting. Participants will also be encouraged to share photos and videos of their green activities on social media.

For more information and to join the community-wide campaign, go to www.wesustainshelby.com.

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